

# The fluent story

Citation for published version (APA):

Bossel, V. (2018). *The fluent story: a multi-method investigation of the processing fluency effect*. [Doctoral Thesis, Maastricht University]. Maastricht University. <https://doi.org/10.26481/dis.20181005vb>

**Document status and date:**

Published: 01/01/2018

**DOI:**

[10.26481/dis.20181005vb](https://doi.org/10.26481/dis.20181005vb)

**Document Version:**

Publisher's PDF, also known as Version of record

**Please check the document version of this publication:**

- A submitted manuscript is the version of the article upon submission and before peer-review. There can be important differences between the submitted version and the official published version of record. People interested in the research are advised to contact the author for the final version of the publication, or visit the DOI to the publisher's website.
- The final author version and the galley proof are versions of the publication after peer review.
- The final published version features the final layout of the paper including the volume, issue and page numbers.

[Link to publication](#)

**General rights**

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal.

If the publication is distributed under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license above, please follow below link for the End User Agreement:

[www.umlib.nl/taverne-license](http://www.umlib.nl/taverne-license)

**Take down policy**

If you believe that this document breaches copyright please contact us at:

[repository@maastrichtuniversity.nl](mailto:repository@maastrichtuniversity.nl)

providing details and we will investigate your claim.

# Propositions

accompanying the dissertation

## **The Fluent Story A Multi-Method Investigation of the Processing Fluency Effect**

by Vera Bossel

1. Processing fluency is a serious force to be reckoned with every day, as it wields a sizeable influence over our judgments and evaluations (Chapter 2)
2. Studies that feature behavioral components, both conceptually and in experimental design, achieve the highest explanatory power, showing once more that our actions speak louder than our words (Chapter 2)
3. Deriving meaning from  $p$ -values is flawed and emphasizes a black-and-white thinking: An effect is either statistically significant or it isn't, which many researchers wrongly take to mean an effect exists or doesn't exist. (Chapter 3)
4. A simple logo can have a complex influence on our eating patterns: Depending on the type of product we eat, it can either stimulate or curb consumption. (Chapter 4)
5. Micro changes in our immediate consumption environment have a larger influence on us than we may think. This is both good and bad news. (General subject field)
6. The more you know about how people think and act, the more you don't know about how people think and act. (General subject field)
7. Eating is less about what goes in your stomach than what goes on in your mind while you're eating. (General subject field)
8. As technology moves from understanding what we say towards understanding what we mean, meta-cognitive operations, -such as processing fluency-, will play an increasingly important role in the design of Artificial Intelligence systems and machine learning. (Valorization option)
9. Doing a PhD feels like repeatedly hitting life's snooze button